

## Clean Air Act Messages

### Sound-bite message:

- The updated air pollution standards protect our families' health.

### One-sentence message:

- The EPA protects our families' health by enforcing the Clean Air Act's updated air pollution standards that rein in big polluters by cutting back on mercury, carbon pollution, arsenic and other life-threatening pollution in the air we breathe.

### 30-second message:

- The Clean Air Act's updated pollution standards protect our families and communities by cutting back on harmful air pollution like mercury, arsenic, smog, and carbon pollution. The Clean Air Act updated standards rein in big polluters and help to fight the pollution that causes asthma and lung disease, especially among children. To keep our air clean and safe, we need to protect the Clean Air Act and the updated air pollution standards.

### Describing the benefits for America's people and families:

The updated air pollution standards under the Clean Air Act ...

- Will reduce air pollution like mercury and arsenic;
- Will prevent asthma and lung disease, especially in children;
- Will close pollution loopholes and level the playing field;
- Will save lives: last year alone, clean air safeguards saved over 160,000 lives, and kept kids healthy, avoiding millions of lost school days due to respiratory illness and other diseases caused by air pollution.
- Will return on our investment: over its forty-year span, the benefits of the Clean Air Act – in the form of longer lives, healthier kids, and environmental protections – outweigh the costs by more than 30 to 1.

### Framing the Opposition:

- Now, big polluters are trying to gut the Clean Air Act by asking Congress to carve out special loopholes from air pollution standards that allow them to continue to dump more carbon pollution, mercury and arsenic that harm our families and cause asthma and lung disease, especially in children.

### Comparative:

- Big polluters want Congress to gut the Clean Air Act and block the clean air standards that protect the health of America's families.
- Big polluters are counting on Congress to carve out special loopholes to allow big polluters to dump more mercury, arsenic and carbon pollution into the air we breathe.